

Application Number 10/615,211  
Responsive to Office Action mailed March 1, 2007

### REMARKS

This amendment is responsive to the Office Action dated March 1, 2007. We thank the Examiner for careful consideration of this application.

### **Claim Amendments**

Claim 1 has been amended to incorporate the features of claims 9 and 17, and to recite that the computer system includes a global rules manager module for creating one or more global rules and managing one or more rewards based on the one or more global rules, the one or more global rules being uploaded to the portable remote information capture device, and the portable remote information capture device includes a module for identifying a consumer who is eligible for the one or more rewards defined by the uploaded one or more global rules. Claim 24 has been amended to make changes corresponding to those of claim 1. Support for the amendments made to claims 1 and 24 can be found, for example, in the description at pages 22-23.

Claim 3 has been amended to recites "including a reader for a 1D barcode and a 2D barcode reader". Support for the amendment made to claim 3 can be found, for example, in the description at page 29.

Claim 9 has been cancelled without prejudice.

Claim 11 has been amended to add a minor change.

Claim 17 has been cancelled without prejudice.

Claim 21 has been amended to add a minor change.

Claim 27 has been amended for clarity. Support for the amendment made to claim 27 can be found, for example, in the description at pages 27-28.

Claim 29 has been amended to depend on claim 21, rather than claim 1.

Claim 43 has been amended for clarity. Support for the amendment made to claim 43 can be found, for example, in the description at pages 24-25.

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Claim 47 has been amended for clarity. Support for the amendment made to claim 47 can be found, for example, in the description at pages 25-26 and in Fig. 21.

New dependent claim 49 has been added. Support for new claim 49 can be found, for example, in the description at pages 19-22 and 25.

The amendments to the claims are fully supported by the application as originally filed. No new matter has been introduced by way of the amendments made to the claims.

**Claim Rejection Under 35 U.S.C. § 102 and 35 U.S.C. § 103**

(1) The Examiner rejected claims 1, 3, 7, 8, 11, 12, 14, 15, 17, 20-22, 24, 27, 29-34, 36-42, 44, 46, and 47 under 35 USC 102(e) as being anticipated by Kolls (US Patent Application Publication No. 2001/0016819).

(2) The Examiner rejected claims 9, 43, and 45 under 35 USC 103(a) as being unpatentable over Kolls in view of Winters (US Patent Application Publication No. 2001/0034635).

(3) The Examiner rejected claim 23 under 35 USC 103(a) as being unpatentable over Kolls in view of Sugar et al. (US Patent Application Publication No. 2002/0029164).

(4) The Examiner rejected claims 28 and 35 under 35 USC 103(a) as being unpatentable over Kolls in view of Java GUI programming.

(5) The Examiner rejected claim 48 under 35 USC 103(a) as being unpatentable over Kolls in view of Winters and Java GUI programming.

Applicant respectfully request reconsideration and withdrawal of the rejections (1)-(5) for reasons as set out below.

Independent claim 1 has been amended by incorporating the features of claims 9 and 17 and by specifying that the computer system includes a global rules manager module for creating one or more global rules and managing one or more rewards based on the one or more global

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rules, the one or more global rules being uploaded to the portable remote information capture device, and the portable remote information capture device includes a module for identifying a consumer who is eligible for the one or more rewards defined by the uploaded one or more global rules. Independent claim 24 have been amended to add changes corresponding to those of claim 1

With respect to the rejection to claim 9 (page 9 of the Office Action), the Examiner has stated:

-- Winters further discloses a global rules manage module for managing rewards (digital collectibles-LEDOS and other incentives on LEDOS e-commerce site). ... Therefore, it would have been obvious at the time of invention to combine Winters's teachings with Kolls's teachings by implementing a similar website as disclosed by Winters, or providing a link to LEDOs website disclosed by Winters (after registering with LEDOs website, see paragraph 14, Winters) in the system disclosed by Kolls ...--

Winters discloses an on-line web-based system for collectible award redemption and instant win.

By contrast, claim 1 (claim 24) clarifies that the global rules are uploaded to the portable remote information capture device and the portable remote information capture device includes a module for identifying a consumer who is eligible for the one or more rewards defined by the uploaded one or more global rules. Thus, the portable remote information capture device has a functionality of identifying a consumer for a reward based on the loaded global rules, rather than a website hosted by a server.

None of the cited references taken alone or in combination thereof suggests or teaches the subject matter defined by claims 1 and 24.

The dependent claims contain additional features not disclosed or suggested by the cited references as follows:

Claim 27, depending on claim 11, recites that the signature capture module includes a module for identifying a plurality of points in a screen along the consumer signature and storing

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the plurality of points along with one or more indexes of one or more points among the plurality of points, each of the one or more indexes representing a disconnection with another point.

None of the cited references taken alone or in combination thereof suggests or teaches the features of claim 27.

With respect to the rejection to claim 43 (page 10 of the Office Action), the Examiner has asserted that generating user information such as email addressee to match a user name is well known in the art of e-commerce, and has referred to Winters, Paragraph [0073].

Winters discloses inserting, into a product order page, information automatically for the user from the member database of the LEDO provider (server side) (Paragraphs [0047] and [0073] of Winters). Winters populates some information based on data stored in the user's profile in a database on a server.

By contrast, according to claim 43, the portable remote information capture device includes an email address generator module for automatically generating an email address for a consumer based on the personal data captured by the reader and displaying the automatically generated email address, and a module for accepting a change to the automatically generated email address from the consumer. The portable remote information capture device uses the personal data captured by the portable remote information capture device itself, rather than data in a server.

Claim 47 recites incorporating at least one of the captured consumer personal data and consumer preference data as a text data within a multimedia presentation.

Kolls fails to disclose or suggest this feature.

Claim 49 recites that the portable remote information capture device includes a module for defining odds for the one or more rewards, and a module for selecting a random winner from a group of consumers who have provided corresponding consumer personal data and consumer reference data, the one or more rewards being provided based on at least one of the uploaded one or more global rules, the defining module and the selecting module.

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None of the cited references taken alone or in combination thereof suggests or teaches the subject matter defined by claim 49.

Hence, it is respectfully submitted that the claims are new and patentable in view of the cited references. Applicant respectfully requests reconsideration and withdrawal of the rejections under USC 102 and 103.

In view of the amendments and the remarks, and having dealt with all the objections raised by the Examiner, reconsideration and allowance of the application is courteously requested.

### CONCLUSION

All claims in this application are in condition for allowance. Applicant respectfully requests reconsideration and prompt allowance of all pending claims. Please charge any additional fees or credit any overpayment to deposit account number 50-1778. The Examiner is invited to telephone the below-signed attorney to discuss this application.

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By:

June 1, 2007  
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